

CITY OF MILPITAS  
EFFECTIVE: 8/14/92  
REVISED: 2/1/94  
9/2003  
EEOC: Professional  
FLSA: Exempt  
UNIT: Mid-Mgmt/  
Confidential  
PHYSICAL: 1

## **PUBLIC INFORMATION SPECIALIST**

### **DEFINITION**

To perform a variety of activities involving providing information to the public on City programs, services and activities through various media; to respond to inquiries pertaining to assigned program areas of responsibilities; and to perform related duties as assigned.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general direction from the City Manager or designee.

May exercise supervision over interns or other assigned staff.

### **EXAMPLES OF DUTIES** - Duties may include, but are not limited to, the following:

Plan, script, produce and edit television programs for cable cast and for the use by City departments.

Administer franchise agreements.

Establish and maintain public and news media relations.

Develop, coordinate, conduct and evaluate marketing, outreach, public awareness and promotional efforts related to assigned areas of responsibility.

Plan, write and edit materials for advertisements, news releases, internal communications, promotional events, television production, internal communications and other public information.

Make public presentations before various groups.

Conduct surveys and perform research and statistical analysis as required; prepare related reports.

Monitor and coordinate the daily operation of assigned program areas; perform administrative detail work and maintain appropriate records and statistics.

Participate in special projects as assigned.

Perform related duties as assigned.

## QUALIFICATIONS

### Knowledge of:

Principles and techniques of effective public communications and public relations.

Principles and techniques of advertising copy writing, layout and production; and/or equipment, process and techniques of television program production, particularly those commonly found in public access centers.

Principles and practices of public administration.

Customs and practices of various public information media.

### Ability to:

Work independently with minimal supervision.

Communicate clearly, concisely and effectively, both orally and in writing.

Understand and effectively communicate technical data to the media and the public.

Plan, organize and produce public information programming.

Establish and maintain cooperative working relationships with the City Council, City staff, School District staff, and Access Center staff, business, community and special interest groups; the cable operator; and the general public.

Learn, interpret and implement applicable Federal, State and local laws and regulations relative to program areas of responsibility.

Plan, develop and execute educational materials for public distribution, either in print or video.

## EXPERIENCE AND EDUCATION

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Two years of responsible experience in a cable access center or similar television production studio.

Education:

Bachelor's degree from an accredited college or university with major course work in radio and television, journalism, advertising, communications, public relations or related field.

Additional applicable experience may be substituted for formal education.

Approved by:

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City Manager